Becoming a

KUDOS Pro



Welcome

Welcome to KUDOS Pro – the platform making it easier to collaborate, track and coordinate the communication and dissemination of your research.

We are here to bring research teams, their communications activities and outputs together in one place. Our tools will enable you to create a dissemination plan, take action, track your results and easily export your plan, to provide evidence and help demonstrate impact.

Now that you are registered with Kudos Pro and have created a project page, the following guide will help familiarise you with Kudos Pro and offers tips and expertise to building impact.

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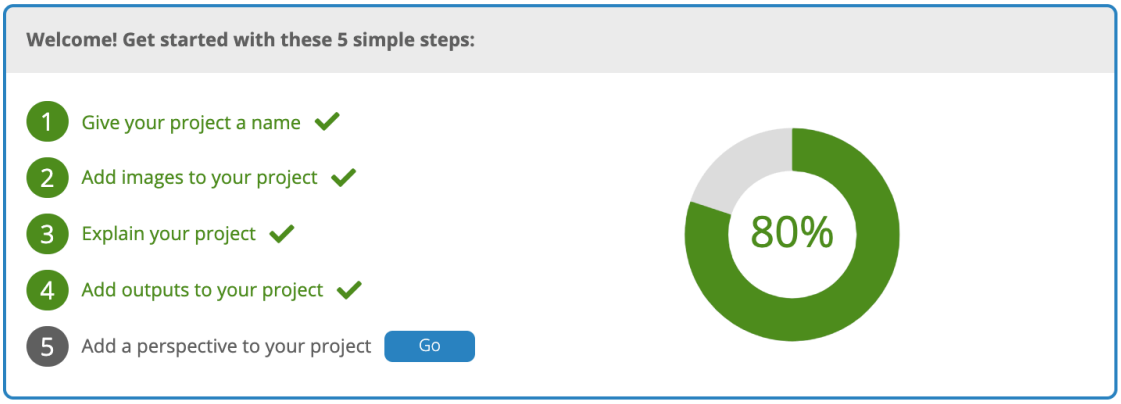


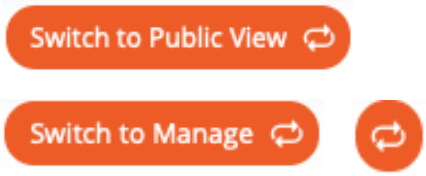
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Kudos Pro Tips

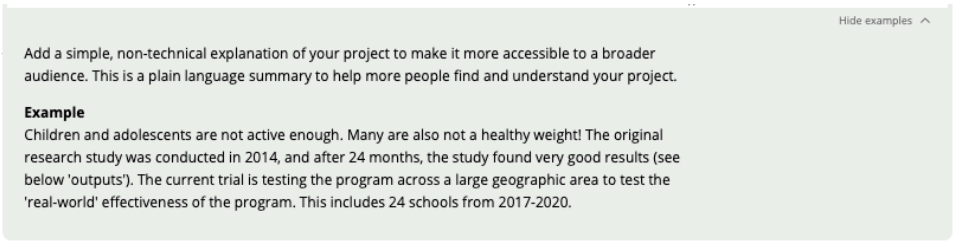
We have created **easy in-tool checklists** with simple steps guiding you through the creation and sharing of your project pages, so your progress is clearly visible.

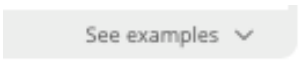




Preview your public page throughout the project page creation – even if you have not yet set your project page to be live. Easily navigate between the public view and manage mode with the icon at the top of the page.

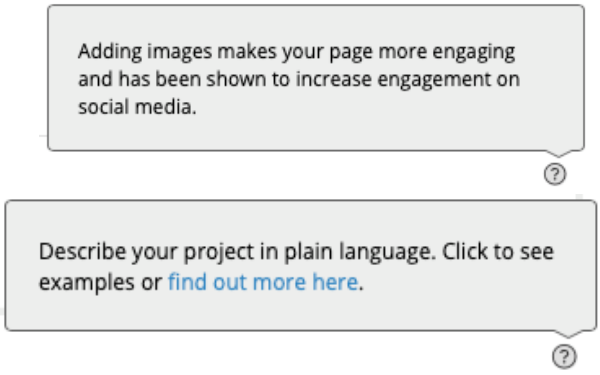
Not sure how to write you summaries? **See examples for inspiration**. Page 4 has more information about writing a summary.





See the ⓘ for **Kudos hints and guidance** on how, what and why.

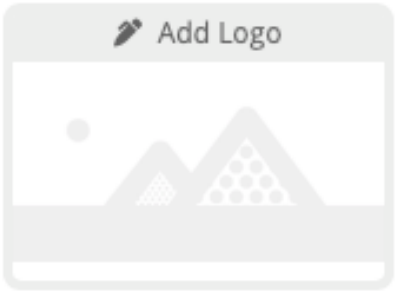
You will also spot some handy **links to further resources**.



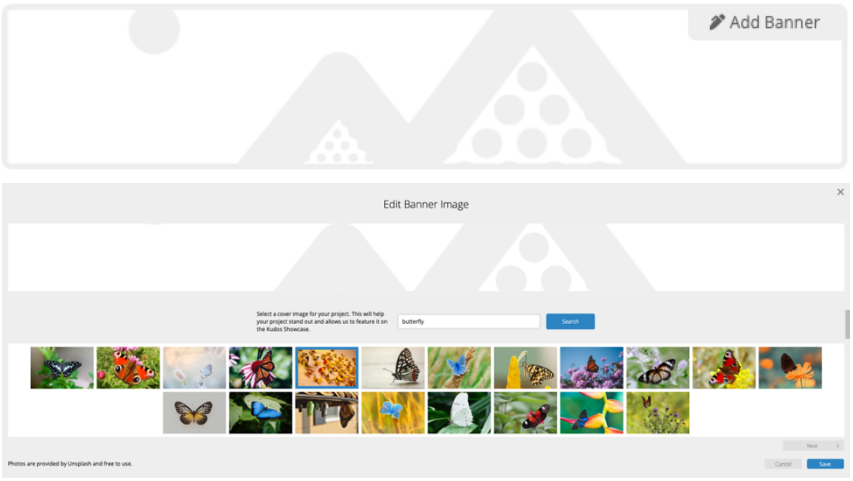
✓ Check

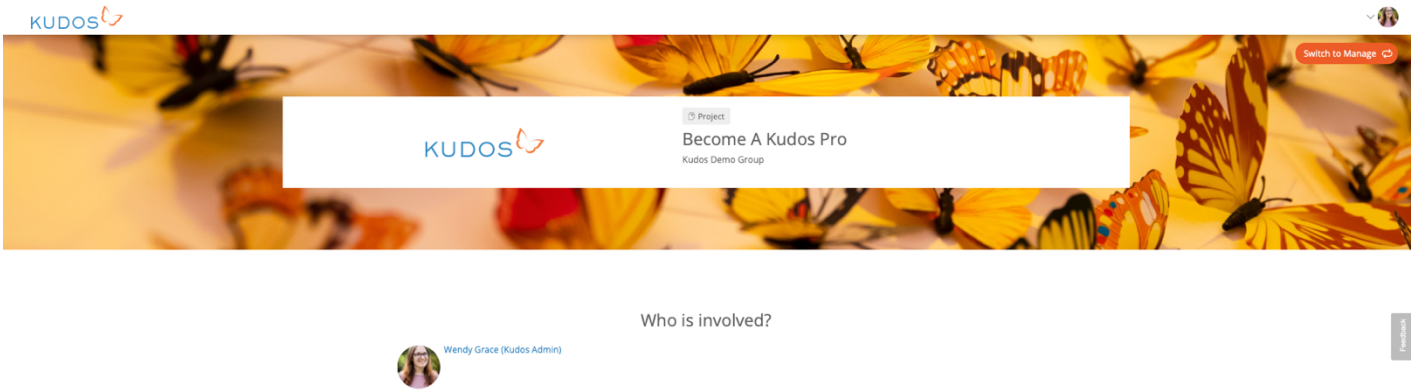
Add Images
to Your Project

Add a logo and banner image to your project page to **capture the attention of the reader**. You can upload a logo image from your own files *(note: file type must be JPEG, PNG or GIF with a max 5MB).* Select an image from the free library of Unsplash images to appear at the top of the public project page.



TOP TIP: When selecting the banner image, save and switch to the public view to see how this fits with your project page and logo. You can change this as many times as you want. **Can't find an image you like?** Try searching terms such as *"background", "abstract"* and *"pattern"* for more options.



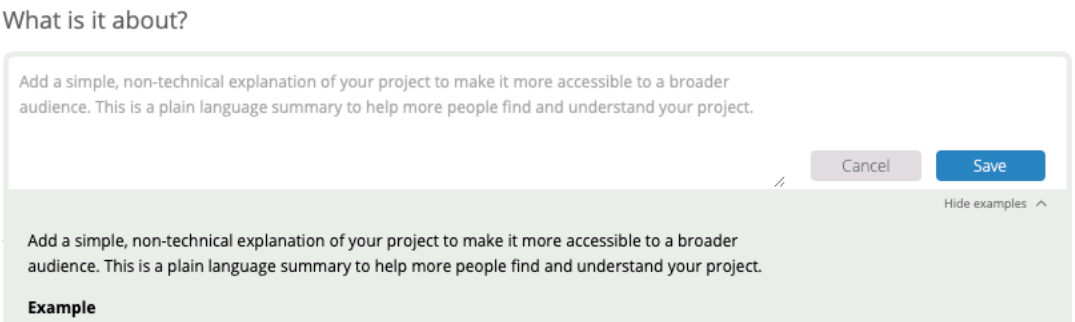


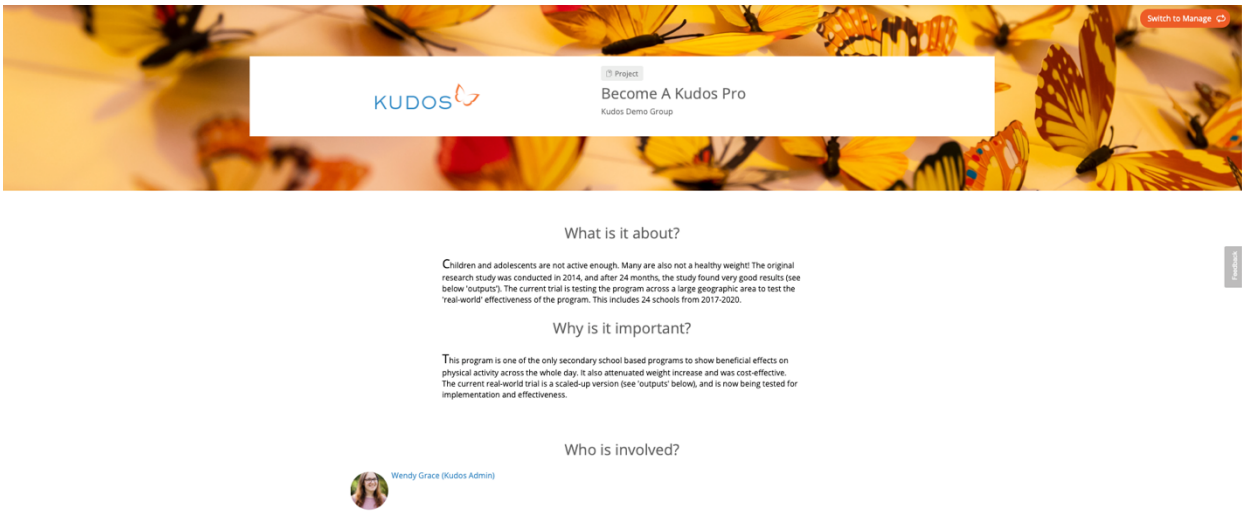
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Explain Your Project

Explain what your work is about and why it is important with **plain language summaries**. There is growing evidence that explaining your work in plain language can help increase its impact, because more people will find, understand, read and cite it.

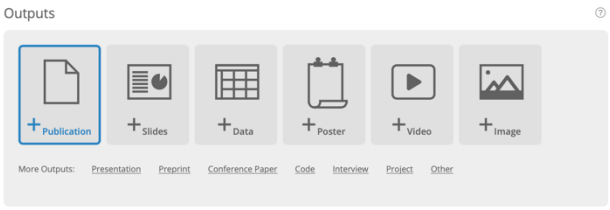
TOP TIP: See examples of non-technical explanations by selecting **See examples**. Also see our article on writing a plain language summary with links to further reading and videos at https://blog.growkudos.com/2015/12/04/explain-your-work-the-kudos-way or by clicking the link in the ⓘ above the summary section of the Manage page.





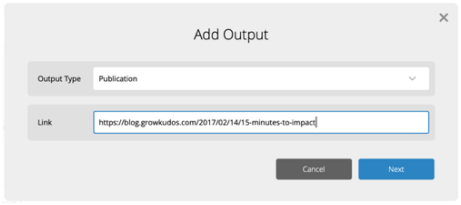
Add Outputs
to Your Project

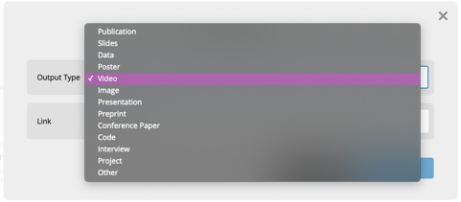
Add **any type of output** to your project; you can click one of our suggestions or add any other type of research output. Add a link to your output and, in many cases, an image, title and description of your output will auto populate – or you can add and edit this as required.

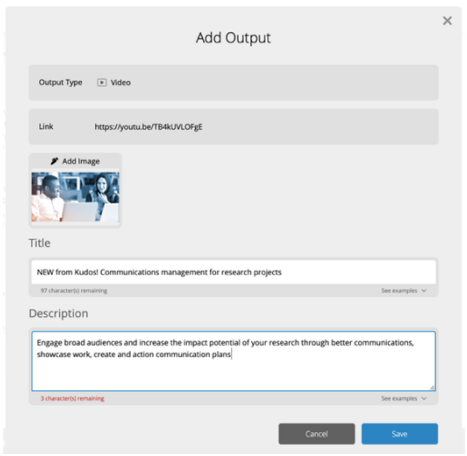


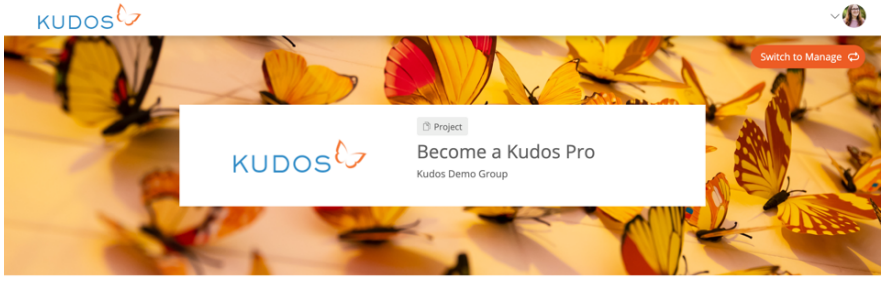
TOP TIP: You can link to images, slides and other outputs via free hosts such as FigShare and SlideShare.

Add a variety of output types; you will be able to review the most viewed output types and learn what readers of the project page are engaging with most.









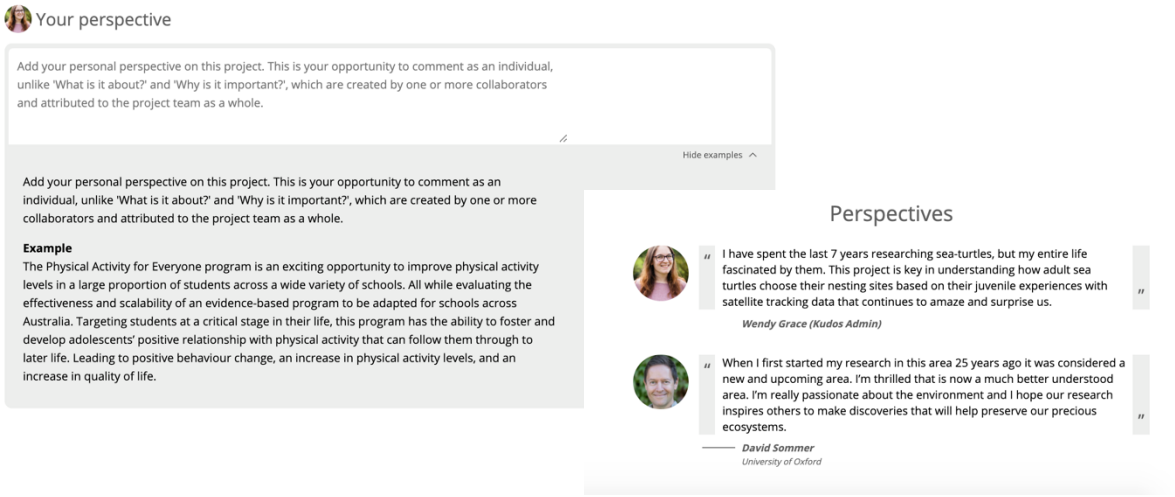


✓ Check

Add Perspectives
to Your Project



Add your personal perspective to the project to **comment as an individual** on why the project is important. This provides an opportunity for the audience to get to know the researchers behind the work.



✓ Check

Assign a DOI
(Digital Object Identifier)

Make your work more **citable and discoverable**, with a persistent identifier by which to reference it, and a record in key research systems and datasets such as DataCite. A DOI is a recognised scholarly mechanism for identifying outputs - and now collections of outputs(!), making it easier to integrate your project into other scholarly tools such as ORCID.

It enables also Altmetric attention tracking, which helps you find, analyse and report on online discussion of your work even before it reaches the point of publication.



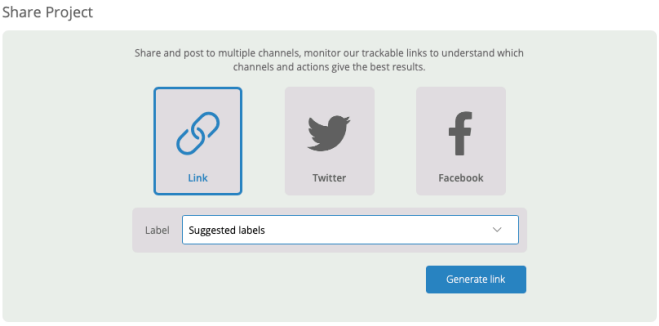
TOP TIP: You will need to make your project page live before you assign a DOI.

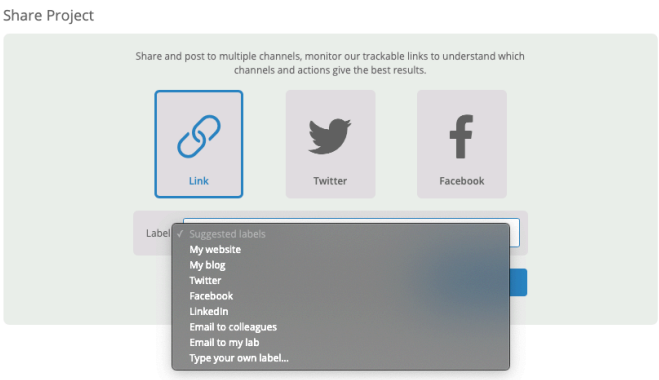
Share your Project Page

✓ Check

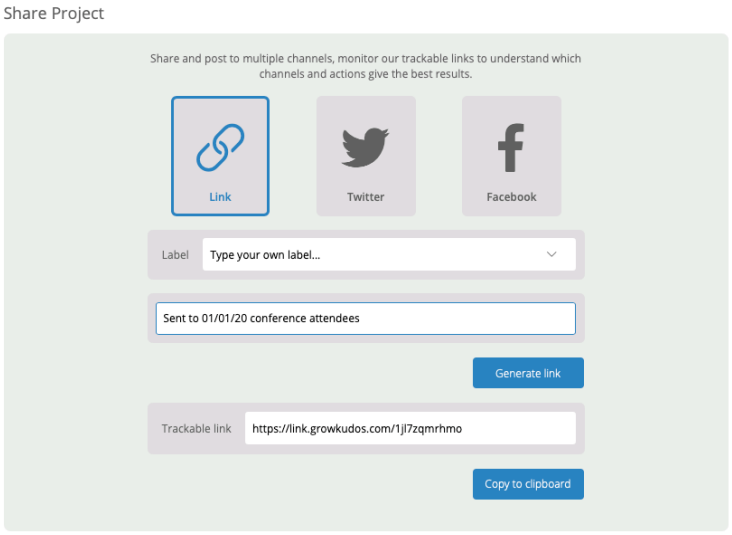
Share your project page widely in a variety of communications channels to **reach broad audiences**. You can share to social media channels such as Facebook and Twitter and other online channels, such as email and listervs. Or create a link to offline resources and materials, such as slides, posters, and business cards.

Learn which of your sharing activities has the best results by labelling the activity so you can compare results.





TOP TIP: Use the suggested labels to track the sharing activity, or type your own specific label for easy reporting, e.g. “QR link for conference on DD.MM.YY” if adding a QR code* to a conference poster, or “email link to peers on DD.MM.YY” if sending an email campaign.



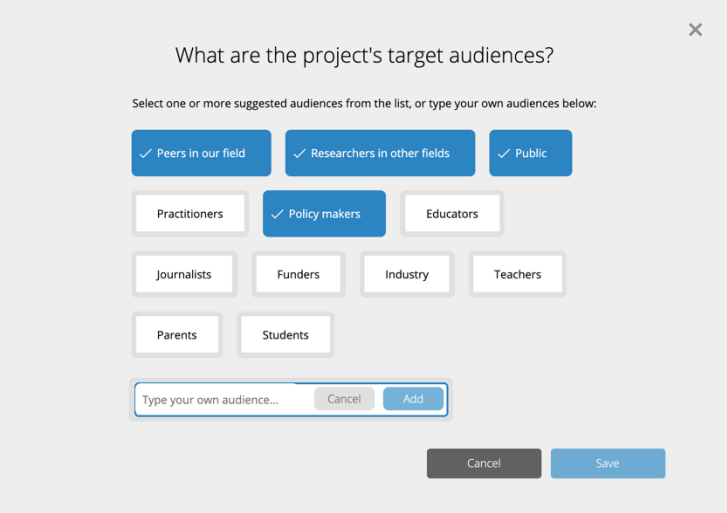
*There are many free tools to turn your Kudos trackable link into a QR code

✓ Check

Identify your **target audiences**

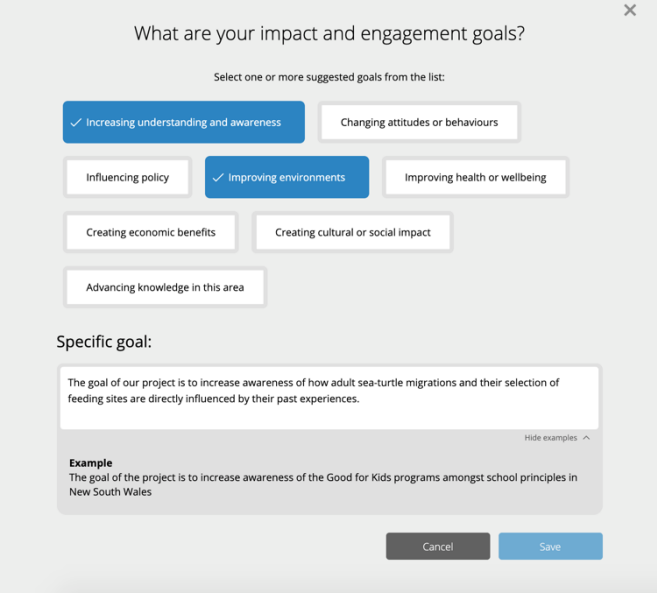
Identify the target audiences that you wish your project to reach by using our suggestions or typing your own.

TOP TIP: When selecting multiple audiences, you will be able to assign certain activities and log engagement against each audience



✓ Check

Identify your **impact and engagement goals**



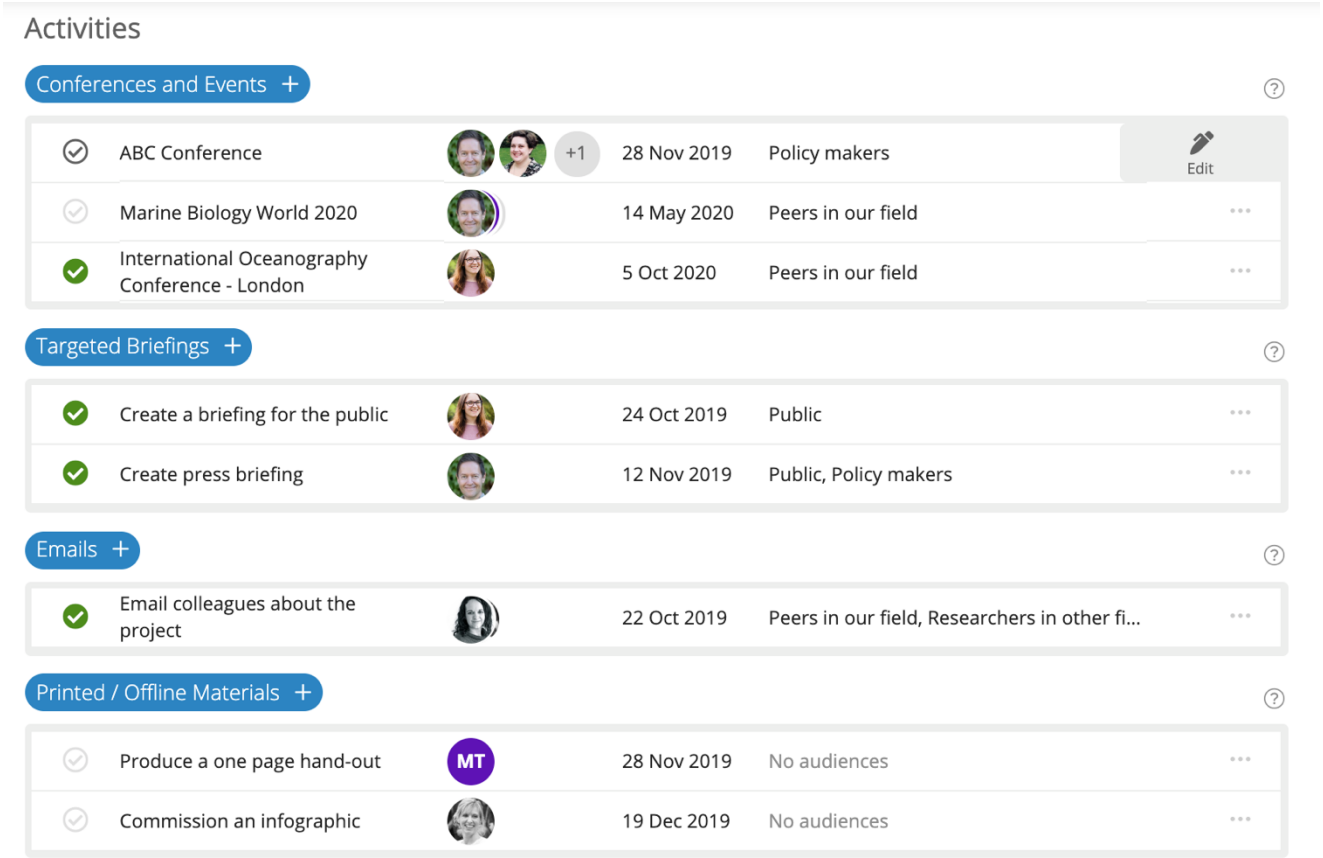
Identify your project goals, using our suggestions. You can also specify the project goal in more detail to help collaborators best understand the aims of your communication activities.

✓ Check

Plan your **communication activities**

Add a range of communication activities, using the suggested categories in the tool to **build engagement** with your research. Plan regular activity aimed at your target audiences in order to make your work visible and maximise impact.

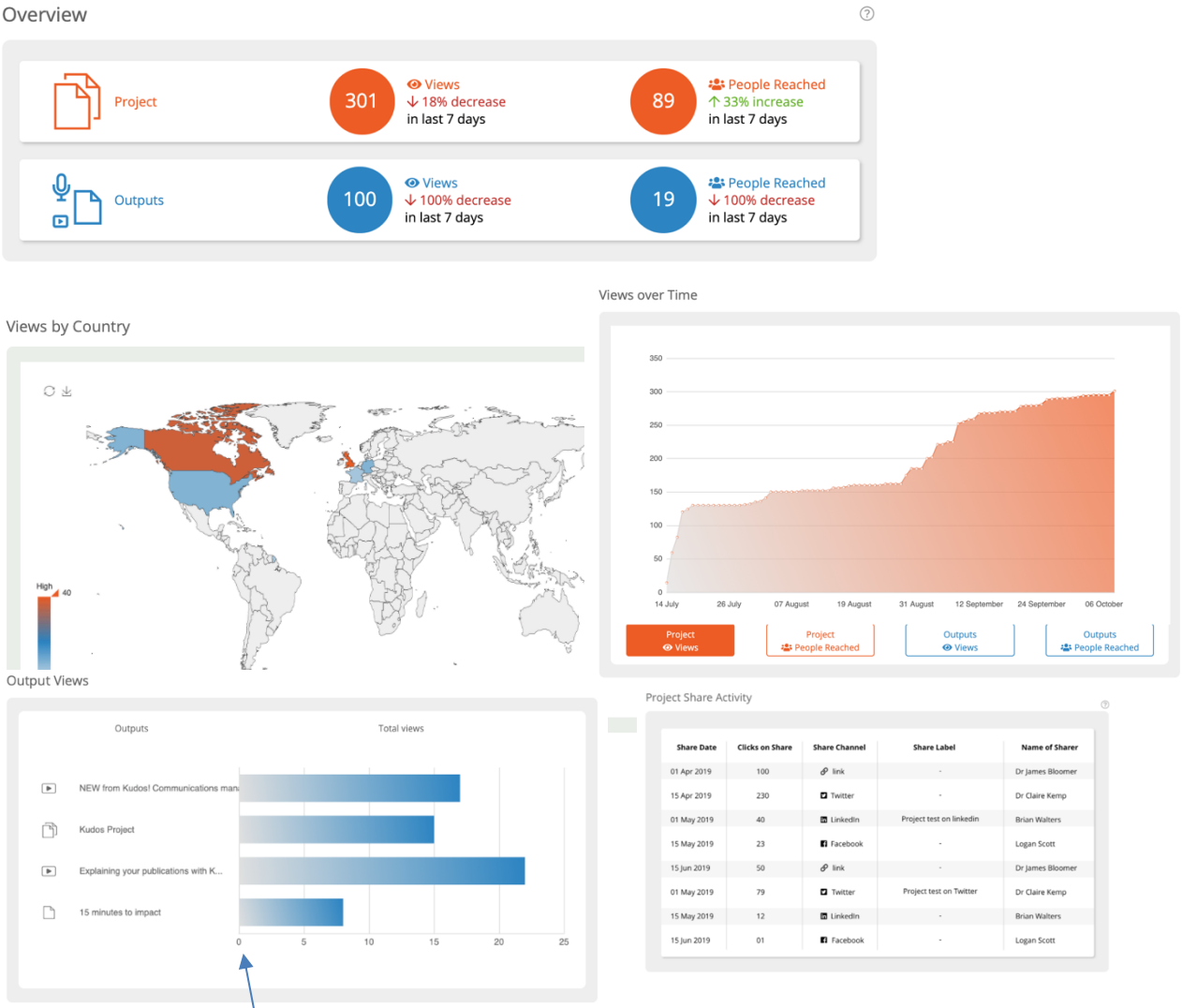
By using the Plan tab, all of your activities are logged in one place, making it easy to track and evidence engagement at later stages of your project.



✓ Check

Track Metrics Across Channels

View the results to **learn and evidence** which communication activities are having the greatest impact on **research mobilization**. See trends in views of your project page and outputs as well as the number of people reached.



TOP TIP: Use the Output Views chart to understand which outputs are most popular

Congratulations you are a Kudos Pro!

"...easy system to use, and what you get back is amazing."

"The tool is intuitive and easy to use"

"Great!"

We are always happy to hear your feedback at KUDOS



Feel free to ask questions and make suggestions:
wendy.grace@growkudos.com